

# THE BASSANO HERALD

BASSANO,

ALBERTA.

VOL I; No. 4

Wednesday, December 14, 1955

\$1.50 per year.

## HOCKEY MEETING AT CLUNY

A composite district hockey meeting was held at Cluny Mission on Saturday night, December 10th. Representatives attended from Strathmore, Carlsland, Standard, Gleichen, Old Sun, Cluny Mission and Bassano.

New officers elected were President - J. Crellin, Strathmore Vice Pres. - J.R. Clark, Bassano Sec. Treas. - Mr. Cummings, Standard.

It was decided that the hockey would be run off as in former years.

Sid Moore, of Cluny Mission, would take over the juvenile hockey team for the Provincial play-offs, providing enough suitable players were available.

Strathmore was voted to take the Midget team and Gleichen would take the Bantams.

A Pee-Wee hockey tournament is booked for Gleichen again this year for the smaller players. While there are no Provincial Pee-Wee play offs, Standard volunteered to see that the Pee-Wee All Stars from the Bow Valley Composite League would have a chance to play some of the Calgary teams.

Schedules are to be drawn up at once and games are to start this week.

The secretary was asked to write to Mr. Brent, of Bassano, thanking him for the crests donated to the winning team, as he has done for the past few years.

## XMAS LIGHTS DECORATE TOWN

Bassano is gradually becoming a variegated fairy land of colored lights in preparation for the holiday season. Glowing Santa Claws and his reindeer, twinkling stars and many other lighted figures are appearing outside and inside many residences. Colored lights are transforming some of the houses into a kaleidoscope of patterns and colors, making the 1955 Christmas season the best decorative one for many years.

The Bassano Board of Trade has decided to offer a prize of \$10.00 for the best lighted decorations for this Christmas season. Judging from the variety and splendor of the decorations now being displayed, awarding the blue ribbon (and the \$10.00) will require the wisdom of Solomon on the part of the judges.

## ROSEMARY NEWS

Mr. and Mrs. Richard B. Vance (nee Reita Hetchley) are the proud parents of a baby daughter, Valerie Ann.

Friends of Mrs. Larene Gedlaman will be glad to know she is back home after being in the hospital with virus pneumonia.

It was one of the turkeys from the Fred Hardy ranch that won the Grand Champion prize at the recent Poultry Show in Calgary. Jenkin's Groceteria bought the bird at a cost of \$337.50. Congratulations, Mr. and Mrs. Hardy.

The Rosemary Ladies Social Club and partners are holding their annual Christmas party on December 19th. A very entertaining evening is planned with the exchanging of gifts and yuletide greetings, after which a delicious lunch will be served.

The F.C. Gedlaman home was the scene of much laughter and fun as a group of husbands prepared and served a turkey dinner in honor of their wives.

## THE HERALD PLANS A CHANGE

Plans are now practically complete to make a change over in the style and size of the Bassano Herald. New features will include a short story and cartoons each week as well as a certain amount of world news and articles of interest to our readers. While this improvement had been planned for the past month, it appeared at first that it would be impossible to put into effect, owing to the shortage of news print.

However the publishers have now made arrangements with a paper company in Regina for the necessary paper supplies and the tentative date for the first issue of the new style Herald is January 4th. We hope the change in style will win the approbation of our readers.

## DON'T FORGET

THE COMMUNITY CHRISTMAS TREE IN THE COMMUNITY HALL ON DECEMBER 22nd, STARTING AT 7:30 P.M.

EVERY ONE IS CORDIALLY INVITED.



IT'S CHRISTMASTIME  
AT REXALL  
SPECIAL PRICES

DOLLS - DOLLS - DOLLS - DOLLS

BEAUTIFUL PULLAN WALKING DOLL, Regular price \$14.95 - Now only \$9.95  
 \$13.95 \$8.95  
 9.95 \$5.95

RELIABLE "BABY SKIN", Cries, Sobs & Coos \$5.95 - Now only \$3.49

- ELECTRIC BLANKETS -

JEWEL ELECTRIC BLANKET in Gift Box, Regular \$39.95 - Now only \$29.95

WESTINGHOUSE DOUBLE BED SIZE, dual control, SALE PRICED - \$59.50

- ELECTRIC RAZORS -

SUNBEAM SHAVEMASTER - \$29.75      PHILISHAVE - \$27.95  
 RONSON, solid leather case - \$24.50      SCHICK, Model 20 - \$27.95  
 REMINGTON 6V & 110V or 12V & 110V OR DELUXE MODEL - \$31.95  
 NOTE: An allowance of \$7.50 will be given on your old electric shaver  
 regardless of make, model or age when traded on a new Remington only.

- FOR THE MAN ON YOUR LIST -

BACHELOR SHAVING TOILETRIES  
PARKER OR WATERMAN PENS & PENCILS  
RONSON POCKET OR TABLE LIGHTERS

MILITARY HAIR BRUSHES  
SHAVING BRUSHES  
BATHROOM SCALES

- FOR THE WOMAN ON YOUR LIST -

TIFFANY AND SPRINGWOOD COSMETICS IN GIFT BOXES  
LORD BALTIMORE WRITING PAPER - COMPACTS - HAIR BRUSHES  
LEATHER BILLFOLDS - MUSICAL POWDER BOXES OR JEWEL BOXES

- XMAS DECORATIONS -

See the new unbreakable Tree Ornaments - They sparkle and glitter -  
Tinsel Icicles - Cello Floss - Angel Tree Tops - Tinsel Snow -  
Silver Garland - Glass Balls and Ornaments - Light Reflectors -  
Decorative Rope - Silver, Blue & Silver, Green & Silver and Red Cello.  
GIFT WRAPPINGS OF EVERY DESCRIPTION. ASK FOR PRICES.

# STILES "THE DRUGGIST"

PHONE 88

BASSANO.

# THE OBSERVER

BY HUGH PEARCE

December in this country is often noted for the most unbelievable driving and walking conditions on our streets and highways. By this time of year winter has either set in for a determined stay or it alternates between snow, thaw and freeze. In any case snow, ice, long hours of darkness, speeding and seasonal conviviality combine to make this month the worst one of the year for fatal or near fatal accidents. That is December's reputation acquired over a period of many years.

What can we do to change this picture of disaster? Well, take road and weather conditions for instance. We certainly cannot change them to any great extent but we should be able to cope with them by being prepared to change our driving and walking habits to meet the winter conditions. Driving or walking habits should not be in a set pattern to be followed regardless of ice, snow, sleet, rain, daylight or darkness. Correct driving behaviour is that which adjusts itself to all conditions and situations, changing to suit the time, the place and the condition. As an example I might point to the belief of some of the local drivers that they are within the law by driving at exactly 30 miles per hour on any street in town. They consider the 30 M.P.H. signs on the outskirts of town as their authority to maintain that speed anywhere in town. But here is where conditions step in to change the picture. If a driver is positive that he is the only one in his lane of traffic on a street and definitely knows that no other driver or walker (it could be a little child) will attempt to cross his lane of travel, he may quite safely and lawfully drive at 30 M.P.H. But he could drive 10 M.P.H. through the after theatre crowd or school children leaving school and be guilty of careless driving if nothing worse. Or the car in front of him might find it necessary to make a sudden stop for some reason unknown to our hero. If street conditions were icy or slippery his 30 M.P.H. might well lead to a serious accident. Safe driving means careful driving and, to be a careful driver, you MUST suit your driving actions to the actual road conditions you are experiencing at that moment.

In addition to all other unfavorable road conditions one must forever be on his guard against the "drinking driver". This is one hazard which is unpredictable, regardless of road conditions. Year after year the problem of the impaired driver becomes a killing and maiming epidemic, especially at this season of the year. This overworked conviviality turns the joyous anniversary of our Saviour's birth into a horror of roadside disaster - the worst holiday of the year for traffic accidents. This would be a far more merrier Christmas and a happier New Year for everyone if every driver observed the motto "IF YOU DRIVE, DON'T DRINK - IF YOU DRINK, DON'T DRIVE. The solution is as simple as that.

A hearty thank you is extended to the Bassano Hi-Lites for it's good wishes for continued success for the Bassano Herald. Judging from the 'phone calls and letters of approval from the Bassano district the Herald has gone over with a "bang".

I have heard a certain amount of criticism for the establishment of another newspaper in Bassano in competition with the Hi-Lites. Careful reading of both papers, however, will convince anyone that the two papers will not actually be in competition (except perhaps for a share of the advertising revenue) but will rather complement each other. The Hi-Lites is edited by the High School students and seems to cover the news value of the school and the students very well indeed. The Herald, on the other hand, will deal with news and editorial subject matter from the wider viewpoint of the entire Town and adjacent districts. I have lived in several towns which supported both a High School paper and a regular weekly newspaper and I can see no reason why both papers in Bassano cannot operate their distinctive functions in amity together.



GIFTS FOR  
MEN  
FOR XMAS



STETSON AND BILTMORE HATS

ARROW SHIRTS - 4.95 TO 12.95

TIES - 1.00 TO 3.00

DRESS GLOVES - 2.95 TO 9.50

SOCKS - 69¢ TO 3.50

SWEATERS, PULLOVERS AND CARDIGANS  
3.95 TO 19.95

HICKOCK JEWELRY  
50¢ TO 7.50

GIFT CERTIFICATES

ALL GIFTS PACKED IN FANCY BOX

BRENT'S MEN'S WEAR

PHONE 12

BASSANO

CHURCH NEWS

St. Mary's Anglican Church.

Services for 4th Sunday in Advent

Sunday School - 2 P.M.  
Evensong - 3 P.M.

Rector - Rev. G.B. Hotchkis  
Organist - Miss Miriam Berry

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Knox Presbyterian Church.

Regular Services -

Sunday School 11 A.M.  
Evening Prayer - 7:30 P.M.

Pastor - Rev. F.A. Clare.

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Bassano Evangelical Free Church will hold a Christmas program in the Community Hall on Wednesday, December 21st at 7:30 P.M. Everyone is cordially invited. The Sunday School and friends will again bring "White Gifts" to be placed under the tree at the program. These gifts will then be sent to the orphanage at Wetaskiwin. Each gift should be marked whether for a boy or girl and for which age group.

Regular Services:  
10:30 A.M. - Sunday School  
7:30 P.M. - Evening Worship

-----

THE WANT ADS

FOR SALE - Cheap at \$275.00 one 10 cu. ft. Servel Propane Refrigerator, single door, 50-75 lb frozen food compartment. Excellent shape. Used less than two years. New price was \$556.00. Call J.R. Price at the Imperial Hotel, Bassano.

WANTED - Every Anglican within driving distance of St. Mary's Anglican Church at Bassano to attend the service of the Holy Communion at nine o'clock on Christmas morning.  
KEEP CHRIST IN CHRISTMAS!

FOR SALE - Feed grain, 70¢ per bushel. Write P.O. Box 128 or phone 90 Bassano.

TOWN TOPICS

Benny Graham is the first owner of a 1956 Ford in the Town of Bassano. He bought a 1956 Ford Custom Ranch Wagon a week ago. Benny says he is delighted with the performance of the new Ford and no more second hand models for him.

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Mr. and Mrs. Roy Eastman left on Wednesday for New York. They expect to be gone until the middle of April. They plan to board the C.P.R. "Canadian" at Medicine Hat and travel to Toronto before changing trains for the U.S.A.

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The ice in the curling rink is in excellent condition, due to the care of ice-maker T. Gliege.

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The Bassano Board of Trade has arranged to commence it's Saturday night dances. The first dance will be held on January 14th and it is planned to hold a dance every two weeks until Stampede time.

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Neil McKinnon, Bob Knight, Tony Van Wyk and Bob Armstrong left by auto last Saturday for Pulman, Wash. They plan to attend a Stockman's short course while in the U.S.A.

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The skating rink is practically completed and skating should be in full swing by next Sunday.

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ARE YOU WONDERING WHAT KIND OF A PRESENT TO SEND TO A FORMER RESIDENT OF BASSANO FOR CHRISTMAS? WHY NOT SUBSCRIBE TO THE BASSANO HERALD FOR HIM? HE MIGHT APPRECIATE READING THE BASSANO NEWS EACH WEEK FOR A YEAR RATHER THAN ANY OTHER GIFT YOU COULD THINK OF. THE SUBSCRIPTION RATE OF \$1.50 WILL SEND A PAPER EACH WEEK, POSTPAID TO ANYWHERE IN THE U.S.A. OR CANADA.

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Please send the Bassano Herald for 52 weeks to the following name and address for which I enclose \$1.50.

-----  
Name

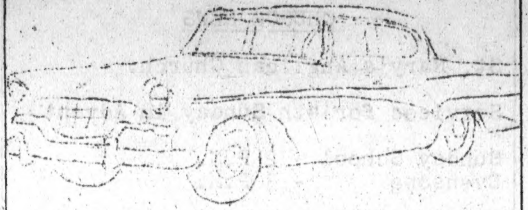
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Address  
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# FARMERS

BY ORDERING YOUR SPRING REQUIREMENTS OF OILS AND GREASES NOW YOU WILL BE SURE THEY WILL BE IN STOCK WHEN YOU NEED THEM NEXT SPRING. THIS WILL NOT ONLY PROTECT YOU AGAINST A PRICE RAISE BUT WILL EARN YOU A DISCOUNT BESIDES. Call in and see how you can save money by ordering your spring needs NOW.

## JOE HARRIS

YOUR IMPERIAL OIL AGENT  
PHONE 53 BASSANO



THE STUDEBAKER PRESIDENT  
195 H.P. V8 ENGINE!  
SAFETY ACTION BRAKES!  
BEAUTIFUL NEW STYLING!  
COMFORTABLE ALL NEW VINYL SEATS!  
NEW CRASHPROOF SAFETY DOOR LATCHES  
SEE THE NEW STUDEBAKER IN ACTION AT

## NORTH STAR SERVICE

ED. McARTHUR - PROP.  
PHONE 89 BASSANO

WE CAN SAVE YOU MONEY  
ON YOUR SHOPPING NEEDS.

## SAVE

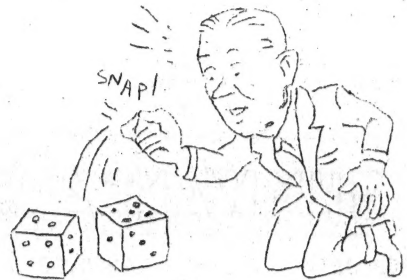
AT THE SIGN OF  
THE RED & WHITE

COME IN AND TALK OVER OUR CASH IN  
ADVANCE PLAN.

MORE CENTS PER DOLLAR AT

## CASEY'S

RED & WHITE STORE  
PHONE 7 BASSANO



DON'T GAMBLE!  
• TAKE YOUR

WELDING AND MACHINE WORK TO

## SCHELSKE'S WELDING SHOP

PHONE 140 BASSANO



# OUR HOSPITAL

By S.H. Edwards.

The Winter weather is taxing the capacity of OUR HOSPITAL almost to its limit. Just one or two empty beds is the usual thing. The staff is kept on go from morning to night caring for the patients all of whom, we are thankful to say, are improving in health. Not for a long time has the hospital been so full as it is today.

Preliminary plans of the floor lay-out of the new hospital were received from the architect in time for the last Board meeting and were given extensive study by the whole Board. A Building Committee has been set up and it will study the plan further and consider alterations in a few directions. The architect is proposing masonry walls with joists and stud partitions and, at this stage, he estimates the probable total cost will be about two hundred and fifty thousand dollars.

CONTRACT HOLDERS - Don't forget to renew your hospitalization contracts NOW.

## CHRISTMAS GIFTS

By Rev. L.A. Tiede

Christmas is a time of giving gifts to those we love and to those that are in need. The Bible records that wise men brought gifts on the very first Christmas and presented them, with their love and devotion, to the Lord Jesus. In addition to this record we have a legend which tells us that each gift had its own special meaning and was brought by a king.

The Gold, a casket in the form of a shrine, supposedly was brought by Melchior, King of Arabia. It was symbolic and prophetic of what Jesus was to become - a King.

Frankincense was the gift of Balthasar, King of Ethiopia, land of spices. It foretold that Jesus was to be a High Priest.

The Myrrh, in a gold mounted horn, was the gift of Gaspar, King of Tarsus, land of merchants. The Myrrh was for Jesus, the Great Physician to be.

This legend then presents the Lord Jesus as King, High Priest and the One that can meet the need of this sin-sick world. We cannot present Him with gifts as did the kings of the east that first Christmas night, but let us give Him a gift that ought to be typical of mankind. Let us give Him our loyalty and dedicate ourselves to Him anew this Christmas season. Only then can we experience the true blessing of Christ's birthday.

### THE VOICE OF THE PEOPLE

The Editor,  
Bassano Herald.  
Dear Sir;

First of all I wish to congratulate you on your new endeavor. A good town deserves a good paper. May you receive the support to carry on informing the public of the happenings of their town and district.

Do not think for one moment that I do not believe in the need for our "Hi-Lites". On the contrary. I firmly believe the "Hi-Lites" is a real asset to the town, the school and the students. Carry on, Students, we need your fine paper.

In the last issue of the Herald you stated that there was a shortage of fuels in this town. I am unable to speak for other types of fuel, but I can assure the public that there is no coal shortage. It is true that we are

on a quota basis as far as Drumheller lump coal is concerned, however we stock two other good lump coal mines output. If you stop to consider the B.T.U. value, we are offering good value for your dollars. A rush for fuel is natural for the kind of weather we had during November. Many records for cold days were set in November throughout the Province. A lot of people were caught with their "bins" down. Bassano did not experience an actual shortage of coal and we hope to continue to make this statement. We are doing our very best to build up stocks to a "cold weather level" with your comfort in mind. Support your local dealers; the in-and-outers may be out of stock just when you must have fuel.

Yours truly,

G.W. Mashford.

# IMPORTANT NOTICE

FROM BASSANO DAIRY PRODUCTS

YOUR CREAM FOR CHRISTMAS SHOULD BE ORDERED NOT LATER THAN THURSDAY,  
DECEMBER 22ND AND FOR NEW YEARS BY THURSDAY, DECEMBER 29th.

THE PLANT WILL BE CLOSED AND NO MILK DELIVERIES WILL BE MADE ON

Sunday, December 25th  
Monday, December 26th

Sunday, January 1st  
Monday, January 2nd

SO PLEASE REMEMBER TO ORDER ENOUGH MILK ON SATURDAY, 24th AND 31st  
TO DO YOU OVER THE HOLIDAYS.

PLEASE KEEP THIS FOR REFERENCE

We are VERY SHORT of Milk Bottles, so please make an effort NOW and every day to return all our empties you may have lying around. Thank you.

IT IS SAFER TO USE MILK TICKETS RATHER THAN CASH. It is more convenient for the driver to take tickets rather than having to make change, especially during this cold weather. Your cooperation in this matter will assist us to give you better service.

# THE GIFT

## THAT KEEPS ON GIVING

== ALL YEAR ==

RECORD PLAYERS

AND

RECORDS.

# BRENT'S ELECTRIC

PHONE 12

BASSANO



XMAS CANDY SPECIALS

XMAS MIXED CANDY, per lb. 39¢

PAULINS XMAS CANDY, 12 varieties, PER 1 lb Bag 49¢

LOWNEY'S HARD CANDY, per 5 lb pail - \$2.75

@@

PLANTERS SALTED PEANUTS AND ASSORTED NUTS

Almonds - Cashews - Mixed Nuts

Tins - 29¢ to \$1.29 :: Bags - 25¢ to 45¢

FLAT FIFTIES OF CIGARETTES

@@

XMAS CARDS

TREE DECORATIONS

TISSUE WRAPPING - XMAS WRAPPING PAPER - RIBBONS

XMAS SCOTCH TAPE - SEALS - TAGS

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LAST CALL FOR CHRISTMAS TREES

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LADIES NYLONS - LINGERIE - PYJAMAS - GOWNS

MENS &amp; BOYS SHIRTS - TIES - GLOVES - SOCKS

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TOYS - GAMES - DOLLS FOR GIRLS AND BOYS

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FRIENDLY STORES LIMITED

PHONE 9

BASSANO

FOR THE BEST IN GIFTS  
FOR ALL OCCASIONS  
SHOP AT THE ROYAL  
@@@@@@@@@@@@@@@@@@@@

CHINAWARE

CUTLERY

KITCHENWARE

WALL PLAQUES

LAMPS

NOVELTY ITEMS

@@

STILL TIME FOR DECORATIVE  
LIGHTING FOR CHRISTMAS

@@

WE HAVE ONE ONLY 10.6 cu. ft  
Frigidaire Cyclamatic Refrigerator.\$15.00 PER MONTH WILL PUT IT IN  
YOUR HOME.ROYAL LUMBER YARDS LIMITED  
Les. Spivey - Manager

PHONE 6

BASSANO

WHEN AWAY FROM HOME

EAT HOME COOKING AT

THE IMPERIAL COFFEE SHOP

Weekday hours- 6:30 A.M. - 8:30 P.M.  
Sunday hours - 10 A.M. to 7 P.M.

MRS. J. BRYAN - PROP

FOR THE BEST IN

FRESH AND CURED MEATS - POULTRY -

AND FROZEN FOODS

ALWAYS DEAL AT

THE PIONEER MEAT MARKET  
Stan Haskayne - Prop

PHONE 42

BASSANO

LIGHT UP

FOR CHRISTMAS

INDOOR & OUTDOOR  
LIGHTS

BULBS OF ALL SIZES IN STOCK

BRENT'S ELECTRIC

PHONE 12

BASSANO

HAVE YOU SEEN  
THE NEW DODGE

ASK FOR A DEMONSTRATION  
TODAY

YOU WILL BE DELIGHTED TO OWN ONE

BASSANO MOTORS  
Grant Bodmer - Prop  
PHONE 90 BASSANO

FOR A GOOD MEAL IN  
A PLEASANT PLACE

EAT AT

*BUD'S COFFEE SHOP*

GEORGE MASON - PROP

SEE

THE HOME FREEZER BARGAIN  
AT

BUD'S SERVICE  
PHONE 171 BASSANO